GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3683
ANSWERED ON:17.04.2008
CAMPAIGNS LAUNCHED FOR PROMOTION OF TOURISM
Annayyagari Shri Sai Prathap

Will the Minister of TOURISM be pleased to state:

(a) the number of campaigns launched in the recent past to promote tourism in the country;and

(b) the impact of these campaigns to boost tourism?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): The Ministry of Tourism regularly undertakes Incredible India media campaigns in print, TV, internet and outdoor media to attract inbound tourists. The Ministry of Tourism also undertook media campaigns in the domestic market to promote products such as Adventure Tourism, Rural Tourism, Eco Tourism, Social Awareness Campaigns against Graffiti and Garbage at monuments etc. The Indiatourism offices in the country and abroad also do extensive promotion and publicity through road shows, joint advertising with tour operators, familiarization tours of travel media and tour operators, participation in travel fairs and distribution of publicity material.

Foreign tourist arrivals have increased from 3.46 million in 2004 to an estimated 5 million in 2007. India`s foreign exchange earnings through tourism grew from US $ 6.17 billion (Rs.27944 crore) in 2004 to an estimated US$ 11.62 billion (Rs.47925 crore) in 2007.